

National Network of Libraries of Medicine

Outreach Evaluation Resource Center

Quarterly Report

August 1, 2008 – October 31, 2008

University of Washington

Date submitted: April 15, 2009

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Executive summary

The OERC provided evaluation support on three different cross-regional projects during the second quarter of contract year two:

1. The OERC helped NNO develop a questionnaire designed to collect feedback from network members about their RMLs, with a goal of broadening participation in the RML site visits. The OERC also supported the RMLs, upon request, by distributing the questionnaires and compiling results for the site teams.
2. The OERC continued to conduct an outcomes assessment of “Measuring Your Impact: Using Evaluation for Library Advocacy,” a cross-regional project now that the workshop has been taught in all 8 regions and has instructors from 7 RMLs. A follow-questionnaire is sent to all workshop participants approximately 6 months after their session, asking them to report use of evaluation methods and advocacy strategies taught in the workshop.
3. The OERC compiled an Emergency Preparedness Baseline Assessment report for each region, providing a summary of its network members’ responses to the Emergency Preparedness and Response questionnaire sent out in Spring 2008.

Susan Barnes and Cindy Olney provided technical evaluation consultation on a variety of projects during the quarter, including the MLA Health Information Literacy project, evaluation methods for MAR’s strategic plan, and assistance with a session evaluation for an NTCC workshop to the American Public Health Association in October 2008. Susan provided assistance with PNR’s environmental scan and with a needs assessment of mental health professionals in Alaska.

The OERC continued to present evaluation training workshops this quarter. Susan Barnes presented the Community Assessment workshop at the Michigan Health Sciences Libraries Association in Troy, MI. The OERC created a new workshop, “Your Library’s Value,” which Cindy Olney presented at the North Atlantic Health Science Libraries meeting in Lowell, MA. Susan and Cindy were scheduled to teach two workshops for the South Central Region in September (“Data Collection” and “Data Analysis”), but the trip had to be re-scheduled due to Hurricane Ike.

Classes and consultations

TABLE 1. Classes and consultations

Date	Responsible staff (last name)	Class/consultation topic	Location (city, state) of class or last name of consult recipient
8/5/2008	Barnes	Consult: User experience instruments	Andrea Ryce, PNR, Seattle, WA
8/5/2008	Olney	Consult: Distance education evaluation	Sheila Snow-Croft, SEA, Baltimore, MD
8/6/2008	Olney	Consult: Distance education evaluation	Sheila Snow-Croft, SEA, Baltimore, MD

8/26/2008	Barnes, Olney	Consult: Evaluation liaison teleconference	Evaluation Liaisons, NNO, Bethesda, MD
9/9/2008	Barnes	Consult: Environmental scan	Cathy Burroughs, PNR, Seattle, WA
9/12/2008	Olney	Consult: RML site visit	Heidi Sandstrom, PSR, Los Angeles, CA
9/16/2008	Olney	Consult: MAR membership survey report	Sue Hunter, MAR, New York, NY
9/19/2008	Olney	Consult: RML site visit	Arpita Bosc, MAR, New York, NY
9/22/2008	Olney	Consult: MAR membership survey report	Sue Hunter, MAR, New York, NY
9/24/2008	Barnes, Olney	Consult: MLA Health Literacy project	Sabrina Kurtz-Rossi, MLA, Boston, MA
9/24/2008	Barnes, Olney	Consult: Training evaluation	Joey Nicholson, NTCC, New York, NY
9/26/2008	Olney	Consult: SCR adobe connect assistance	Karen Vargas, SCR, Houston, TX
9/26/2008	Barnes	Consult: RML staff directory	Michael Boer, Web-STOC, Seattle, WA
9/23/2008	Barnes, Olney	Consult: Evaluation liaison teleconference	Evaluation Liaisons, NNO, Bethesda, MD
9/9/2008	Barnes, Olney	Consult: Emergency Preparedness Baseline Assessment: Individual site reports	Evaluation Liaisons, NNO, Bethesda, MD
10/1/2008	Olney	Consult: RML site visit	Claire Hamasu, MCR, Salt Lake City, UT
10/1/2008	Barnes	Consult: Community assessment support for Maine	Javier Crespo, NER, Shrewsbury, MA
10/3/2008	Olney	Consult: MAR strategic planning	Sue Hunter, MAR, New York, NY
10/7/2008	Olney	Consult: RML site visit	Janice Kelly, SE/A, Baltimore, MD
10/7/2008	Olney	Consult: RML site visit	Michelle Malizia, SCR, Houston, TX
10/19/2008	Olney	Training: Your Library's Value	Alison Clapp, NAHSL , Lowell, MA
10/28/2008	Barnes, Olney	Consult: Evaluation liaison teleconference	Evaluation Liaisons, NNO, Bethesda, MD

10/21/2008	Barnes	Training: Community Assessment	Charniel E. McDaniels, MSHLA, Troy, MI
10/22/2008	Barnes	Consult: RML site visit	Cathy Burroughs, PNR, Seattle, WA
10/22/2008	Barnes	Consult: Alaska mental health professionals needs assessment	Kathy Murray, University of Alaska, Anchorage, AK

Web site

The OERC blog added five postings this quarter:

- A summary of an article “The Promise of Appreciative Inquiry in Library Organizations” which appeared in *Library Trends* (summer 2004).
- Three entries describing sessions at the Library Assessment Conference held in Seattle in August 2008.
- A summary of an article in *Evidence Based Library and Information Practice* (2007) titled “Demystifying Survey Research: Practical Suggestions for Effective Question Design.”

Dissemination of effective practices

The OERC distributed 10 sets of “Planning and Evaluating Health Information Outreach” booklets plus 9 copies of “Measuring the Difference.” The full-text copies of the booklets were updated with the 2008 reprinted version, in which some typos were corrected.

Outreach Connections Publicity/Evaluation Subcommittee: Susan Barnes led three subcommittee meetings this quarter, created a Publicity section in the Community Portal area of the wiki and populated it with the publicity plan and list of opportunities, co-created a poster about the wiki, sent the poster to be included in the September '08 ARL/CNI forum on reinventing science librarianship, and submitted a proposal for the poster session at the March '09 ACRL meeting in Seattle. Under her direction, the subcommittee created messages and a bookmark for use in announcing the portal's debut, raising awareness, and encouraging submissions to the portal. Various other publicity opportunities, such as meetings and poster sessions, were divided among group members.

Subcontractor update

Not applicable. The OERC has no subcontracts at present.

Other staff activities—this section is organized according to OERC's goals for the 2006-2011 contract

1. *Develop awareness, skill, and capacity in use of evaluation methods.*

Training:

- Susan Barnes taught “Community Assessment” at the Michigan Health Science Libraries Association meeting held in Troy, Michigan, in October.
- Cindy Olney taught “Your Library’s Value,” a new OERC workshop presented at the North Atlantic Health Science Libraries meeting in Lowell, Massachusetts, in October. This workshop was approved for 4 MLA continuing education credits.
- Susan Barnes and Cindy Olney were scheduled to teach “Data Collection” and “Data Analysis” workshops at SCR in September, but Hurricane Ike hit the area the weekend before the workshops and the trip had to be re-scheduled for later in the year.
- Susan Barnes and Maryanne Blake began adapting the “Community Assessment” workshop to present to the Pacific Northwest Region in 3 one-hour sessions over Adobe Connect. The workshop was approved for 4 MLA continuing education credits: three hours for the time in the workshops and one hour for assignments that participants had to complete between sessions.
- Susan Barnes began working with Betsy Kelly and Barb Jones on scheduling a presentation about their online library value calculator, to be sponsored by the OERC and presented via Adobe Connect to anyone in the national network.
- Susan Barnes submitted the Health Information Outreach Evaluation series to a call for workshop suggestions from MLA, which is planning its workshop offerings for that MLA 2010 conference.

II. Develop mechanisms to disseminate and use evaluation findings to help NLM and the NN/LM document and demonstrate their accomplishments

The OERC compiled individual reports for all regions summarizing their network members’ responses to the Emergency Preparedness baseline questionnaire which was sent to a network-wide random sample of network members in Spring 2008. These reports were designed to inform RMLs about the emergency preparedness needs in their specific regions. The OERC’s ongoing assessment of the “Measuring Your Impact: Using Evaluation for Library Advocacy” workshop is documenting workshop participants’ use of evaluation methods and advocacy strategies in their own work place. Six-month MYI follow-up questionnaires were sent to participants from six workshops this quarter.

III. Strengthen and build an evaluation culture throughout NN/LM.

Evaluation Liaisons:

Three evaluation liaison teleconferences were held during Q2. The first teleconference featured a discussion about evaluation liaisons’ experiences with distance learning. The second teleconference allowed evaluation liaisons to talk about the network members’ feedback form used in preparation for their site visits. The third teleconference asked evaluation liaisons for ideas of how the OERC could better serve the national network. One suggestion was that the OERC coordinate a cross-regional evaluation of the outreach awards.

Evaluation:

- Angela Ruffin consulted with Cindy Olney on the development of a site visit questionnaire designed to allow each region to collect feedback from a broad range of network members in preparation of their site visits, which took place between August and December 2008. Cindy also provided support to regions, at their request, in adapting the questionnaires to their regions and compiling responses into reports for the site team.
- Susan Barnes and Cindy Olney consulted with Sabrina Kurtz-Rossi and MLA Health Information Literacy project team on a report of evaluation findings for that project.
- Cindy Olney attended a meeting at MAR of its executive committee that advises the region on its strategic plan and helped the committee develop strategies for evaluating the plan.
- Cindy Olney consulted with Sue Hunter from MAR on a report of data collected through their network members' needs assessment questionnaire.
- Susan Barnes and Cindy Olney consulted with Joey Nicholson at NTCC about ways to evaluate a session on evidence-based public health literature searching, which he conducted at the American Public Health Association meeting in October 2008.

VI. Provide consultation and direction in implementing evaluation systems, structures, and resources to help the NN/LM's efficacy and efficiency.

Consultations are listed in Table 1, above.

V. Enhance and refine use of community-based approaches to evaluation.

Cross-regional collaboration

In August, Cindy Olney collaborated with Dan Wilson, NNO's emergency preparedness coordinator, on a presentation to the NLM Library Operations Division Chiefs and Section Heads meeting about the National Emergency Preparedness Project. Cindy's part of the presentation focused on findings from the baseline assessment report. Susan Barnes and Cindy Olney continued to work with Dan Wilson on evaluation methods for the Emergency Preparedness and Response Project 2008-2009 activities.